



CUSTOMER PASSION POINT

Brand Activation

PROFILE **2024**

An experiential brand
activation agency



WHO WE ARE

Customer Passion Points Limited (CPPL) is an integrated consulting firm dedicated to driving value creation through innovative marketing and training solutions. Our client portfolio includes industry giants such as MoMo PSB, MTN, Smartcash PSB, Airtel Nigeria, and Showmax.

Renowned for our exceptional performance in trade and canvasser marketing, CPPL stands out as a leader in brand activation and experiential marketing.

We Create Value Through Consumer Insights



WHAT WE ARE

We give brands a voice that appeals to the yearnings of their consumers, speaking to their innermost desires and creating the required result within the shortest time, and with best practice driving return on investment.

We Create Value Through Consumer Insights



OUR APPROACH

It is common knowledge that consumers want more than just to be told what to buy and experience the brand later. In our fast-paced world, consumers want to be excited before making a purchase decision.

Our goal at CPPL is to always excite the five senses, leaving an unforgettable experience in the heart of customers. Our approach is flexible and can be tailored to meet time-lines and specific set of deliverables.

APPEAL TO FIVE SENSES



SMELL



HEAR



SEE



FEEL



TASTE

OUR CUSTOMIZED SOLUTIONS



Brand Activation

We create the brand-consumer spark through various initiatives which include:

- Experiential Marketing
- Road Shows
- Town Storms
- Field Marketing
- HORECA & Atriums
- Canvasser recruitment and management

Premium Gifts

We design and produce bespoke corporate premium gift items.

- Corporate gifts
- Promotional items
- Customized branded items and
- Giveaways.

Trade Marketing

Armed with market intelligence and consumer-driven strategies, we deploy hand-on field professionals across all touch points

- POS deployment
- Trade research
- Channel development
- Trade events / exhibitions
- Trade promotions management
- Destination branding.

OUR CLIENTS

CPPL has had the privilege of working with some of the most respected brands in the industry. Our clients include:

- MoMo PSB
- MTN
- Smartcash PSB
- Airtel Nigeria
- Showmax
- Nigerian Bottling Company (NBC)
- Healthgarde International Limited



OUR EXPERTISE

At CPPL, our expertise spans various aspects of marketing and training, including:

1. Canvasser Marketing:

MoMo PSB and Smartcash PSB: We have over 1,000 canvassers actively working on wallet creation and merchant acquisition in the Southwest, Southeast, and selected states in the North. Our canvasser marketing strategies have proven to be highly effective in expanding the reach and impact of these financial services.





showmax

Showmax Subscription Sales

We are confident that our expertise honed from MoMo PSB wallet and Merchant Acquisition activations constitutes a huge part of our success narrative

Hence, our recent appointment as one of the key activation agencies for the nationwide sales of Showmax products underscores our reputation in the industry.

Despite the teething issues experienced on the project at the earlier stages, currently, there have been remarkable improvements to ensure our outcome continuously aligns with the performance measurement metrics

Lorem ipsum

OUR EXPERTISE

2. Brand Transitions and Launch Events:

Healthgarde International: We successfully managed the transition of Swissgarde to Healthgarde International in Nigeria. The launch event we orchestrated was a benchmark for excellence, setting new standards in the industry.

3. Destination Branding and Route-to-Market Training:

Nigeria Bottling Company (NBC): Our work in destination branding and route-to-market training for NBC has solidified our reputation as a sought-after agency in brand activation and experiential marketing.



HealthGarde Launch Event

This assignment involved the evolution of Swissgarde International (a South African brand) to Healthgarde International now fully Nigerian.

We managed the process end to end, including rebranding, the official launch event, and managing the change process (enculturation and adoption of the new brand).

We deployed a team of 12 experienced event coordinators who proactively managed all aspects of the launch event. They were issued clear tasks, and we managed them to deliver on KPIs.



Consumer Promotion

– ECOBANK, TANZANIA

We developed and executed a consumer promotion for Ecobank Tanzania to grow adoption and market share. It was replicated in other markets including Nigeria.

We deployed a through-the-line campaign including in-store presence, roadshows, and street/market activations. The draw events were held in selected branches and were properly merchandised with product leaflets and brochures to stimulate interest and upselling. They were excellently delivered to scope, budget, and time.

A total of 50 brand ambassadors were deployed to handle: Band activation including roadshows and street-level flier distribution and canvassing for account opening and execution of the draw events





OUR COMMITMENT TO EXCELLENCE

CPPL is committed to delivering unparalleled excellence in all our endeavors. Our primary goal is value creation, achieved through meticulous planning, innovative strategies, and flawless execution. Our track record of success is a testament to our dedication and expertise.

Leadership

Our CEO and Lead Consultant is a seasoned marketing professional with extensive experience across manufacturing, telecommunications, and financial services. Having spent nearly two decades at Guinness Nigeria, he managed renowned brands such as Harp Lager Beer, Satzenbrau, and Gordon Spark. His profound knowledge of in-bar activation and national consumer promotions positions him as a thought leader in the industry, consistently recommending these strategies as winning approaches.

Client Testimonials

Our client's satisfaction reflects our commitment to excellence. From MoMo PSB to Airtel Nigeria, our clients trust us to deliver outstanding results that drive business growth and market presence.

We pride ourselves on our ability to exceed expectations and deliver value-driven solutions.



MANAGEMENT TEAM

Ike Kalu - Sales & Marketing professional with over 30 years of experience in several senior level roles across industries and culture. He has worked in customer-focused environments – Guinness Nigeria, MTN, Zain (Now Airtel), Zantel (A part of Etisalat in Tanzania), FCMB, Ecobank Nigeria and others through Marketing and Capability Development Consulting. He was the first Trade Marketing Manager of MTN and has provided several capabilities development training for the MTN Sales Academy. He's a Faculty Member at Pan Atlantic University and a Resource Person at Lagos Business School (LBS). He launched mobile money value propositions for Zanzibar Telecom (Tanzania) and Ecobank Xpress Account recently.





Bradford Mfoniso Stanley is a highly experienced professional in the advertising, marketing, and experiential industry, with over 20 years of expertise. He has served as a senior operations executive with leading brands in the telecommunications, banking, and beverage/tobacco sectors.

Bradford possesses extensive experience in brand activations and has successfully managed numerous high-profile events and activations. Additionally, he has a strong background in procurement.



Omoniyi Ayodele is a data analyst with a foundation in statistics from university studies. In his role at CPPL, Omoniyi meticulously analyzes data, providing crucial insights for informed decision-making for the company and its esteemed clients. Specializing in transforming raw data into strategic pathways, Omoniyi plays a key role in contributing to CPPL's success through the power of statistical analysis.



Adeyemi Zino, affectionately known as the "Field Marshal," boasts over 9 years of extensive sales and customer service experience. She has effectively overseen and supported teams within prominent corporations such as MTN, First Cardiology Consults, and NewDay Medical Centre.

Armed with a degree in Sociology and Anthropology, Adeyemi currently spearheads a dynamic field sales team comprising over 1000 canvassers, team leads, and supervisors in the Edo/Kwara MTN sales region. Her self-driven nature, collaborative approach, and goal-oriented mindset make her a valuable asset to any team.



CPPL is one of the leading activation agencies in canvasser marketing and brand activation in Nigeria. With a dedicated team of professionals and a client-focused approach, we continue to set new standards in the industry.

Our passion for excellence and unwavering commitment to value creation ensure that our clients achieve their business objectives and maintain a competitive edge in the market.

Thank you

Ikechukwu Kalu, Dip.M FCIM, MNIMN
Lead Consultant
Customer Passion Point Limited

ikechukwu.kalu@cppl.com.ng | info@cppl.com.ng |

www.cppl.com.ng

Tel: +234 803 200 2458 | +234 (0) 701

 Customer Passion Point Limited

 CPPL Consulting
CPPL Training Programs

 @cppltraining
cpplconsulting

 @cpplconsulting
@cppltraining